

What is claimed is:

1. A computer-implemented method for viewer-specific presentation of information, the method using a computer comprising a CPU, a memory operatively connected to the CPU, and a program stored in the memory and executable by the CPU for presenting information, the method comprising the steps of:

- (a) receiving a request for information from a viewer;
- (b) identifying a viewer state associated with said viewer, said viewer state;
- (c) identifying a collection of one or more data states related to said viewer state, in a ranked order of preference for satisfying a request for information for said viewer state;
- (d) identifying a collection of multiple data types;
- (e) identifying a data store containing multiple data elements, each element of which is tagged with one of said data states and one of said data types;
- (f) selecting viewer-specific data elements from said data store by examining all data elements related to each data type, and for each data type selecting the data element possessing the highest ranked data state specified by said ranked viewer states;
- (d) presenting said viewer-specific data elements to said viewer to satisfy said viewer's request for information.